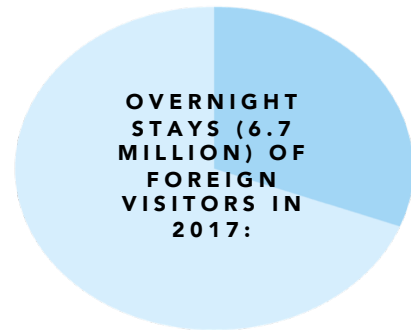


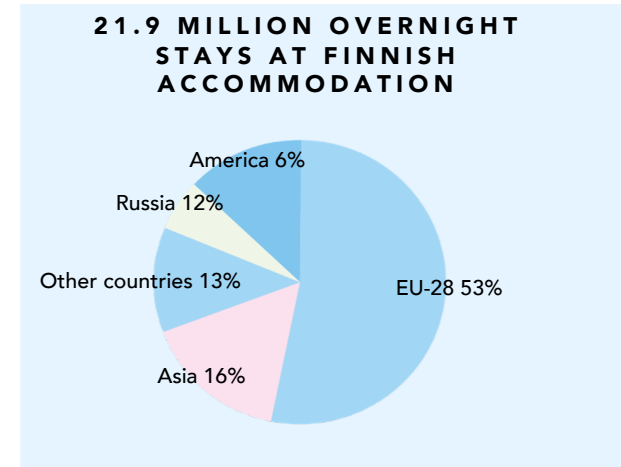


Visit Finland

TOURISM IS A GROWING SOURCE OF EXPORT REVENUE AND A SIGNIFICANT EMPLOYMENT PROVIDER IN FINLAND TOURISM HAS A MULTIPLIER EFFECT ON OTHER SECTORS. 1 EURO IN TOURISM ADDS 56 CENTS VALUE TO THE OTHER SECTORS.



- Foreign overnight stays 31%
- Domestic overnight stays 69%

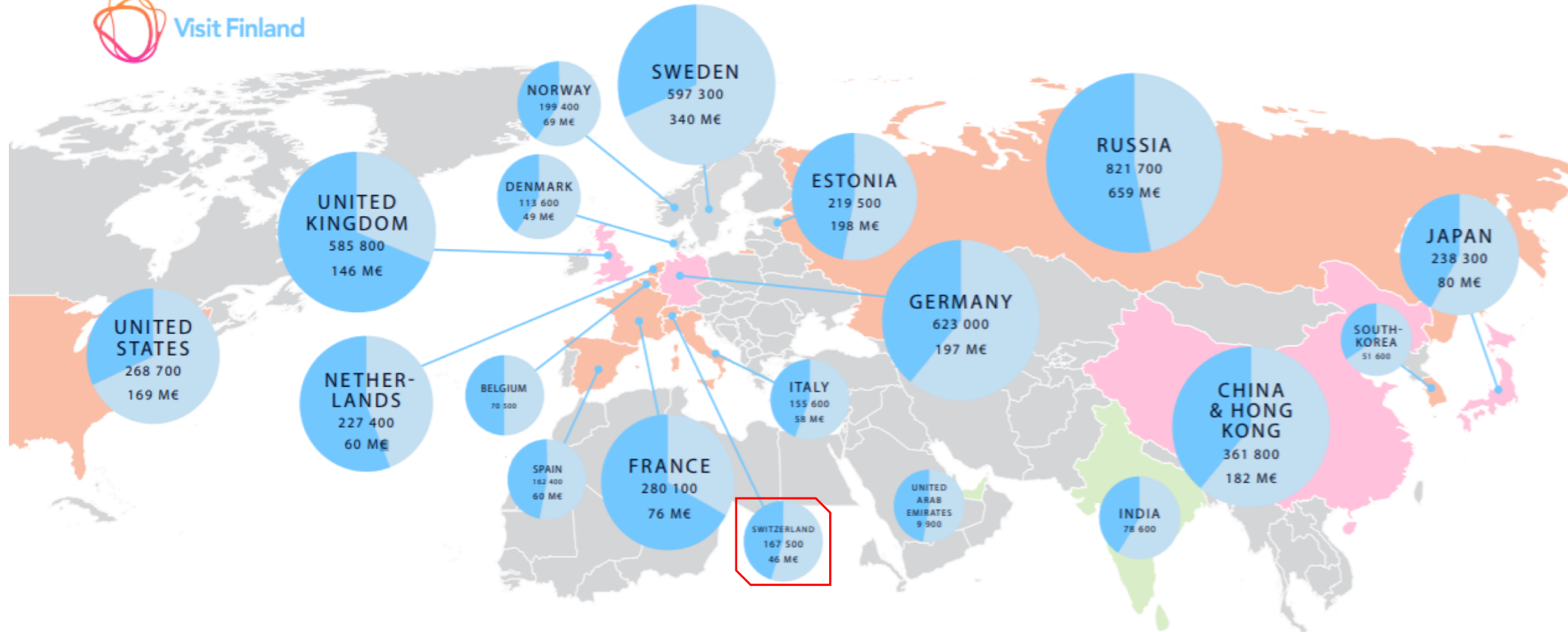


8.3 MILLION FOREIGN VISITORS IN FINLAND IN 2017

SPENDING PER VISIT IN 2017

1. China EUR 1,186
2. Spain EUR 754
3. Belgium EUR 654
4. France EUR 650
5. India EUR 605
6. USA EUR 598
7. South Korea EUR 568
8. Japan EUR 558
9. Australia EUR 524
10. Canada EUR 516





VISIT FINLAND'S TARGET MARKETS AND OTHER TOP SOURCE MARKETS

Number of Overnights and Tourism Revenue in Finland 2017

- OVERNIGHTS 2017 SUMMER SEASON
- OVERNIGHTS 2017 WINTER SEASON
- FOCUS MARKETS
- STABLE GROWTH MARKETS
- FAST GROWING & NEW MARKETS

Foreign overnights 6.7 million.

Tourism Export Earnings EUR 4.4 billion (2017 est.).

Domestic overnights 15.2 million.

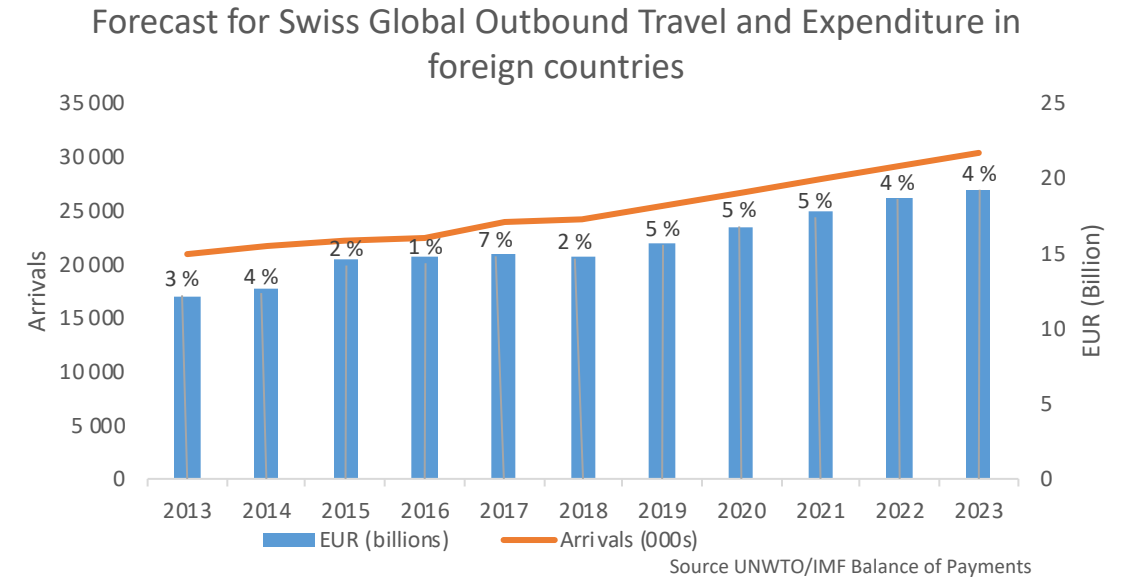
Domestic tourism income EUR 10.2 billion (2016).

Source: Statistics Finland - Visit Finland, Statistics Service Rudolf

Market Volume



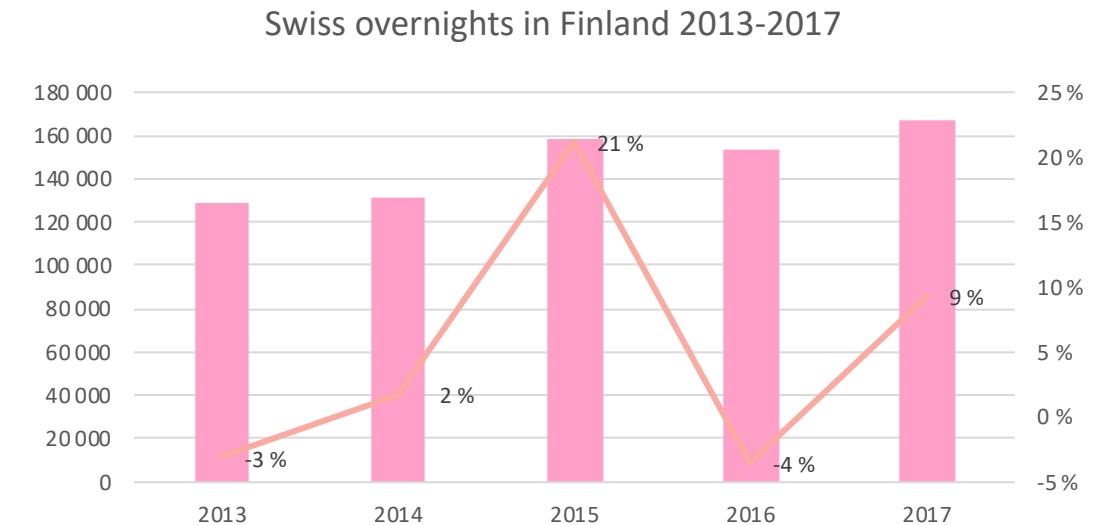
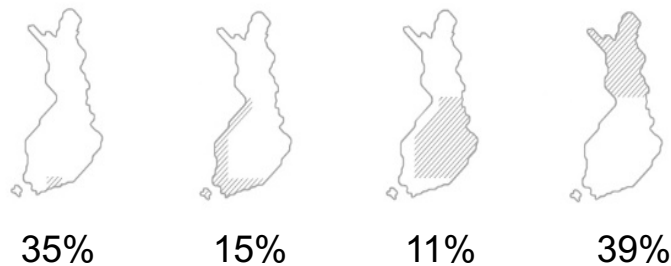
- Population 8,5 million people
- Outbound travel from Switzerland: 24 million arrivals to all destinations in 2017 (+7% compared to 2016)
- > Europe's Share of Swiss outbound travel is 89%
- > Finland's Share of Swiss outbound travel is 0,5%
- Travel expenditure (total outbound travel from Switzerland) 15 billion EUR



Swiss visitor rankings in Finland

- **No. 12** in overnights (167 500, +9%)

Share of overnights by regions 2017



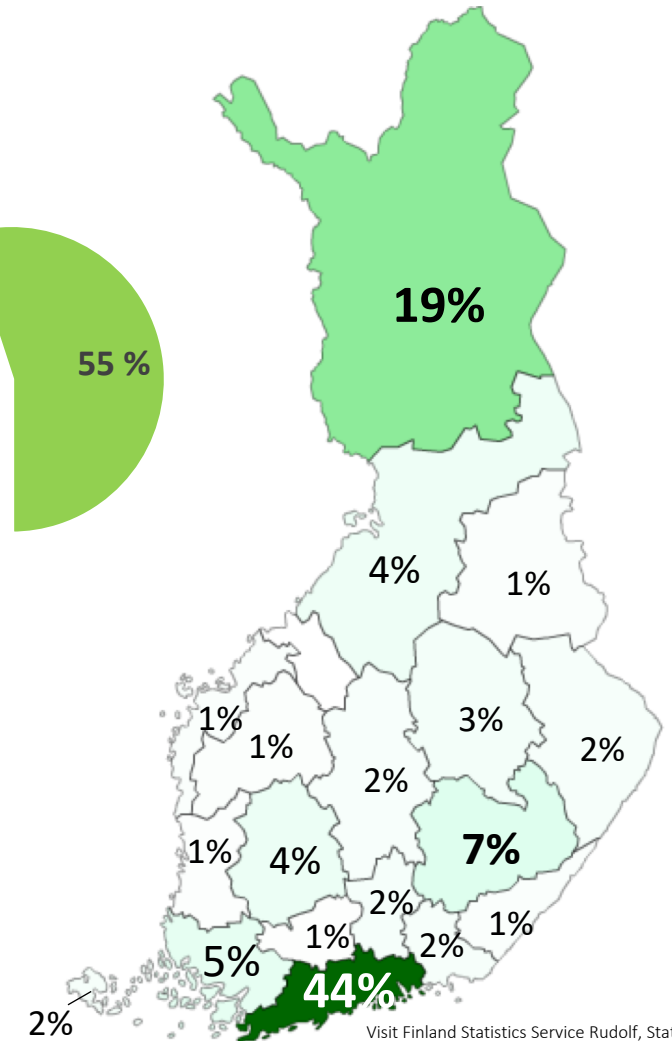
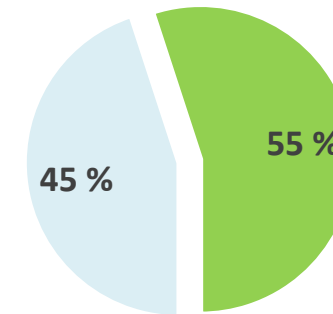
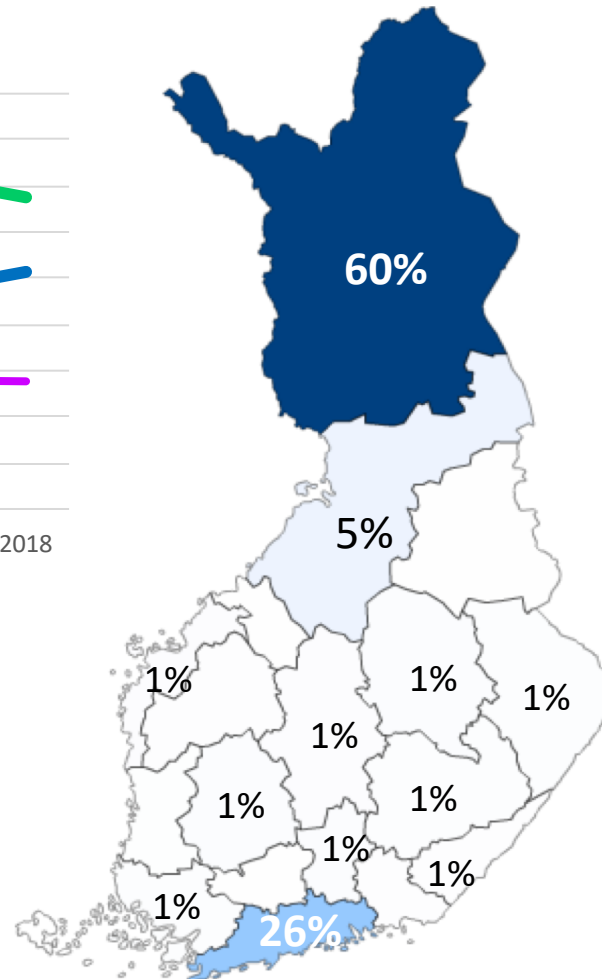
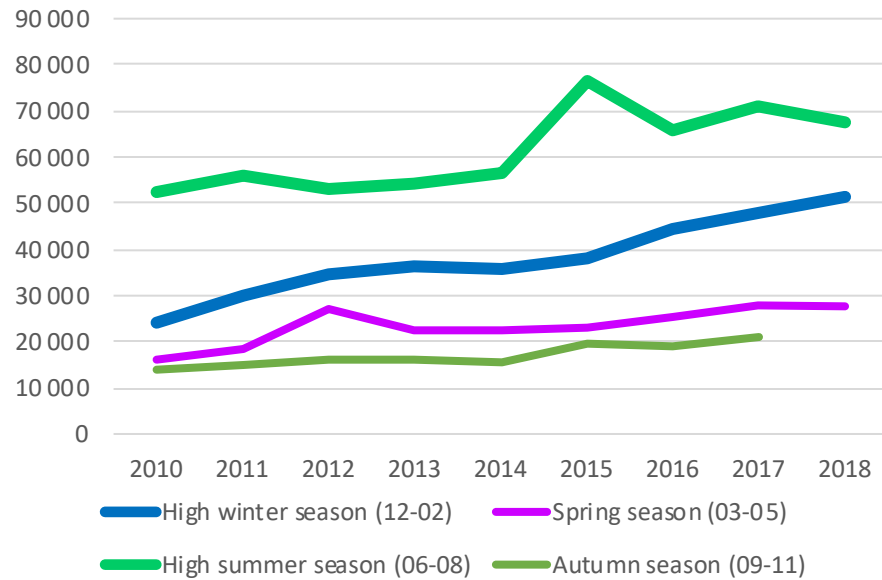
Swiss overnights in Finland 2017



Winter (Nov-Apr): **74 900** (+8%)

Summer (May-Oct): **91 600** (+8%)

Switzerland



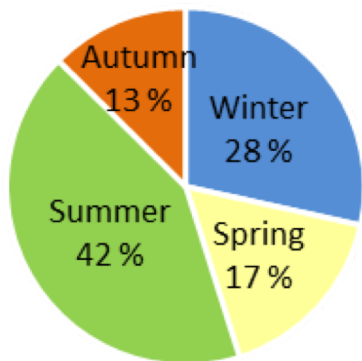
Swiss overnights in Finland

Seasonal overnights in 2017

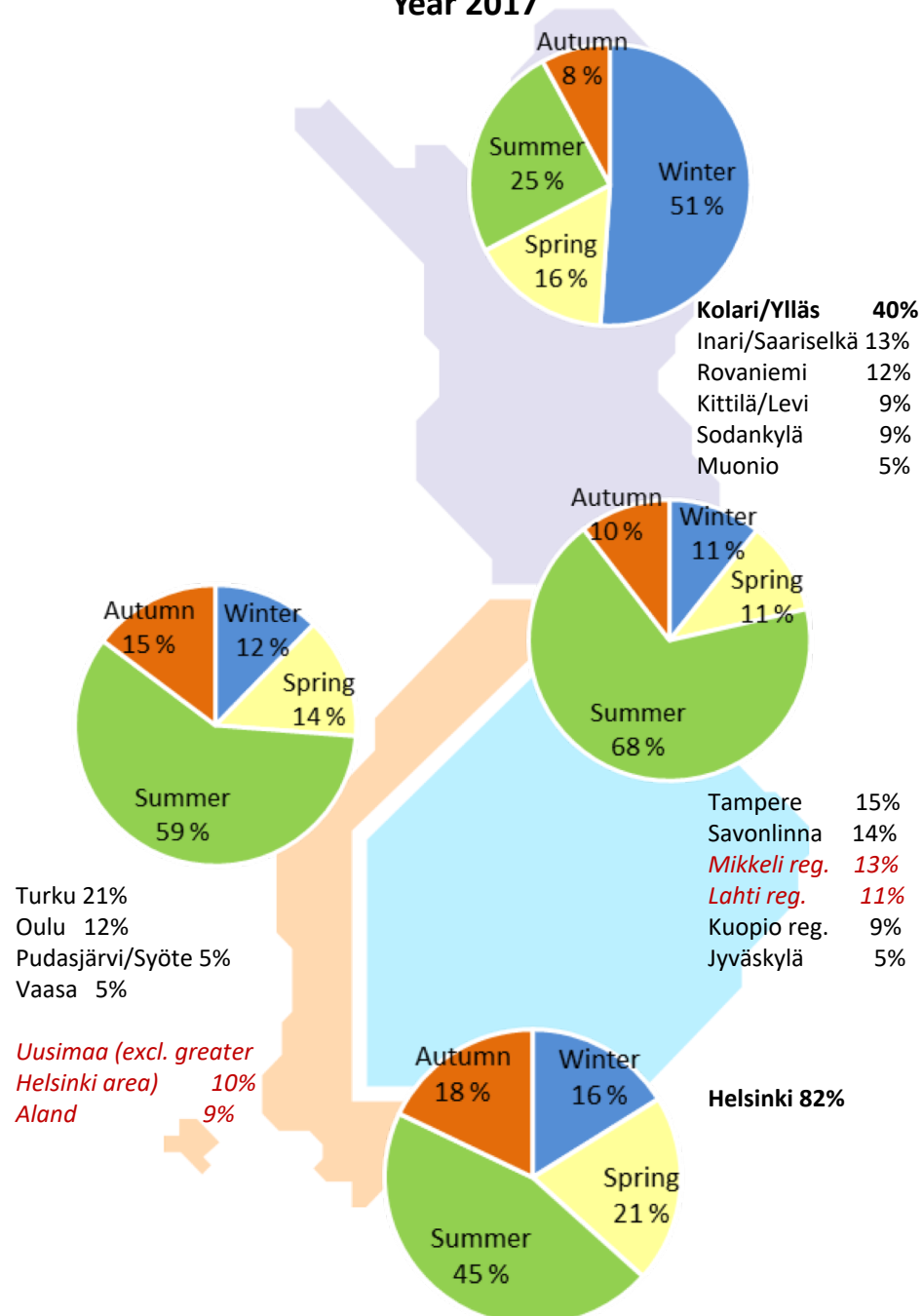


<u>Whole Finland</u>	Actual seasonal change	
	2017	2017 vs. 2016
Winter (Dec-Feb)	47 600	+7%
Spring (Mar-May)	27 900	+9%
Summer (Jun-Aug)	70 700	+8%
Autumn (Sep-Nov)	21 000	+12%

Swiss overnights in Finland by season in 2017



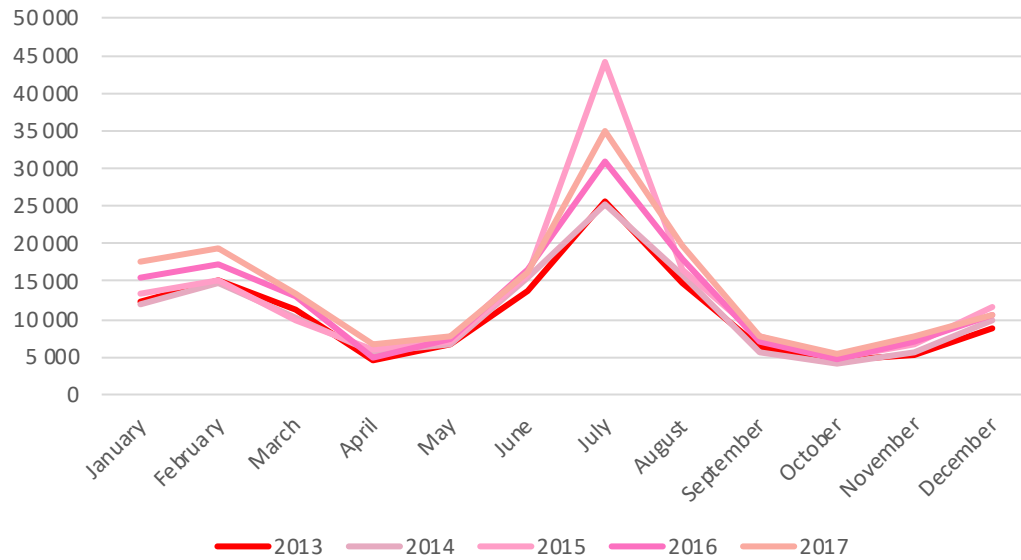
Year 2017



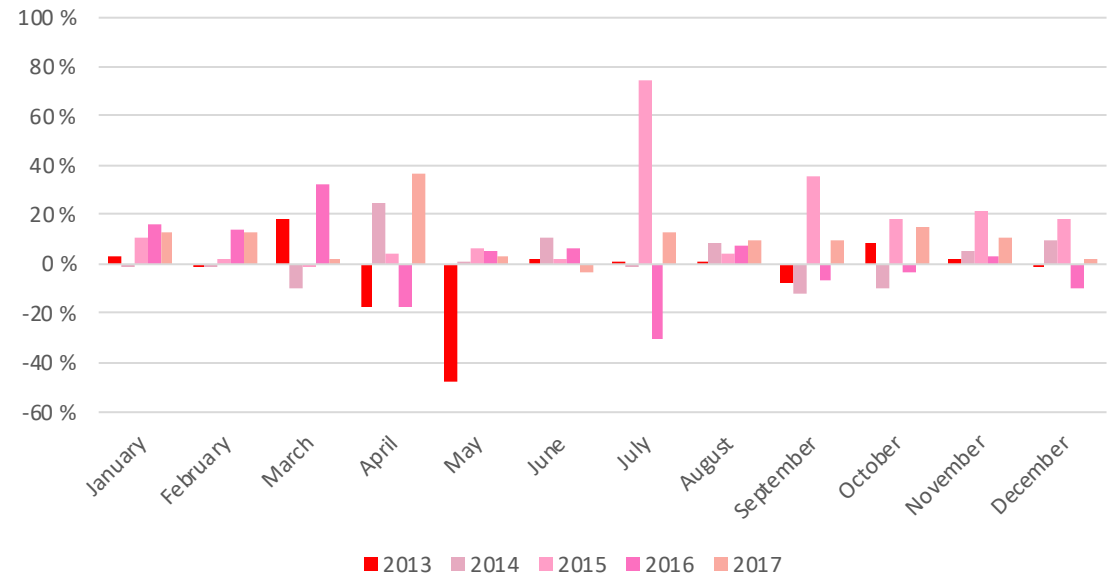
Swiss visitors in Finland 2017



Swiss overnights in Finland by month



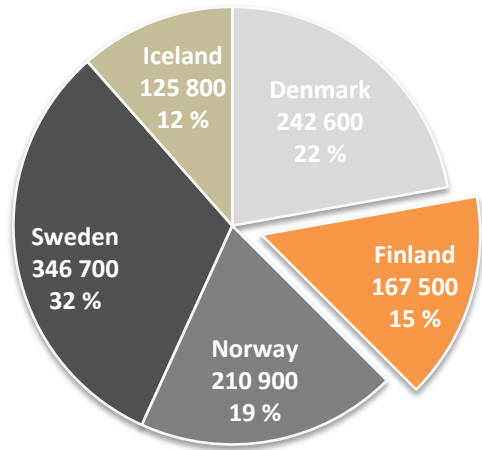
Swiss overnights by monthly change % 2013-2017



Switzerland

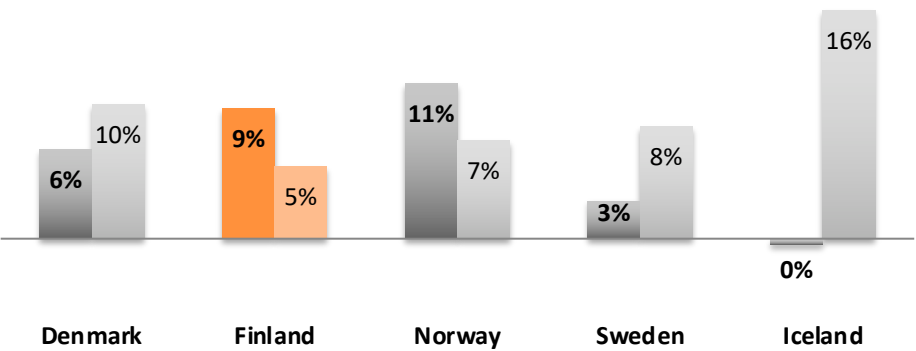


Nordic countries' share of Swiss overnights 2017

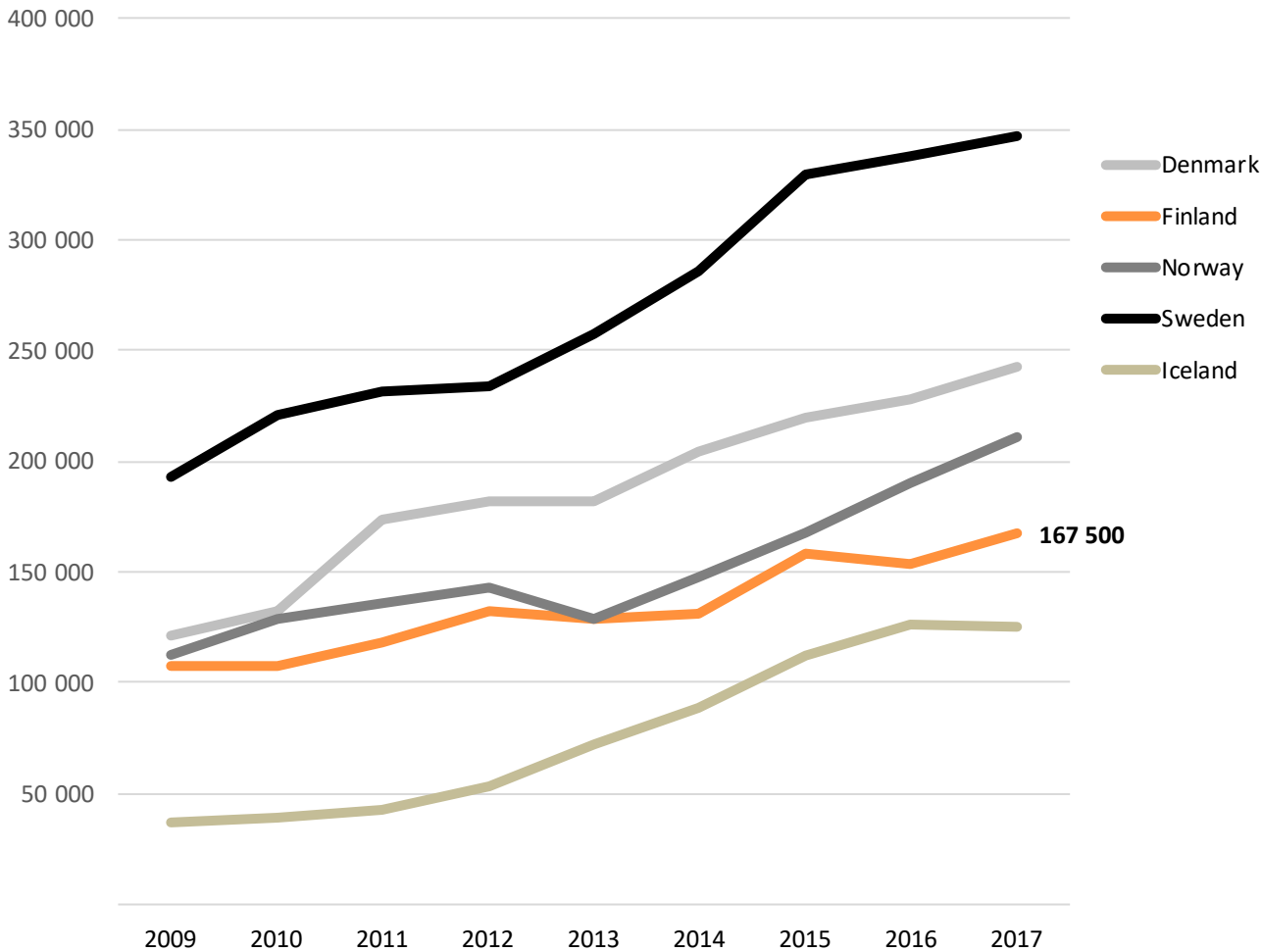


Swiss overnights, change %

■ Change 2017/16 ■ Average annual change 2009-2017



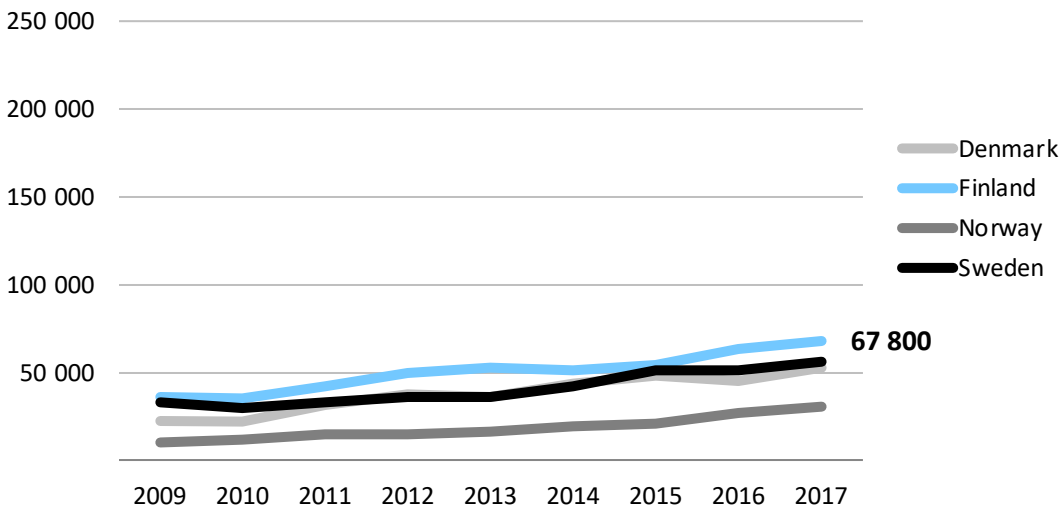
Development of Swiss overnights 2009-2017



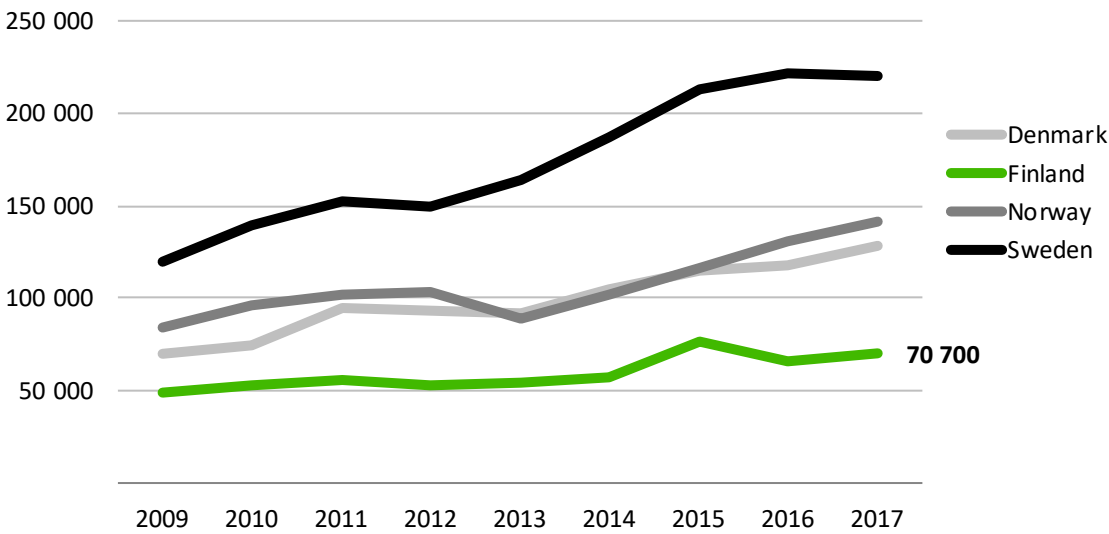
Switzerland



Swiss overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017

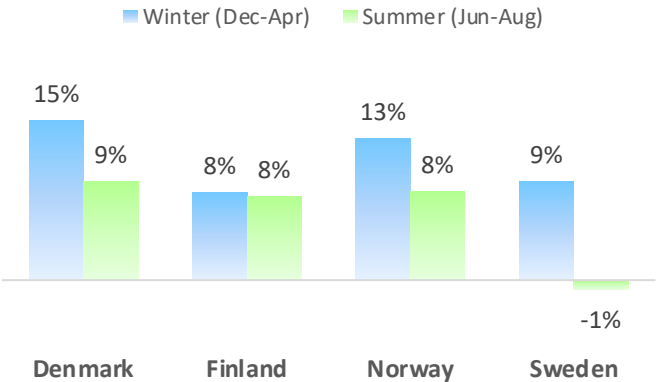


Swiss overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017

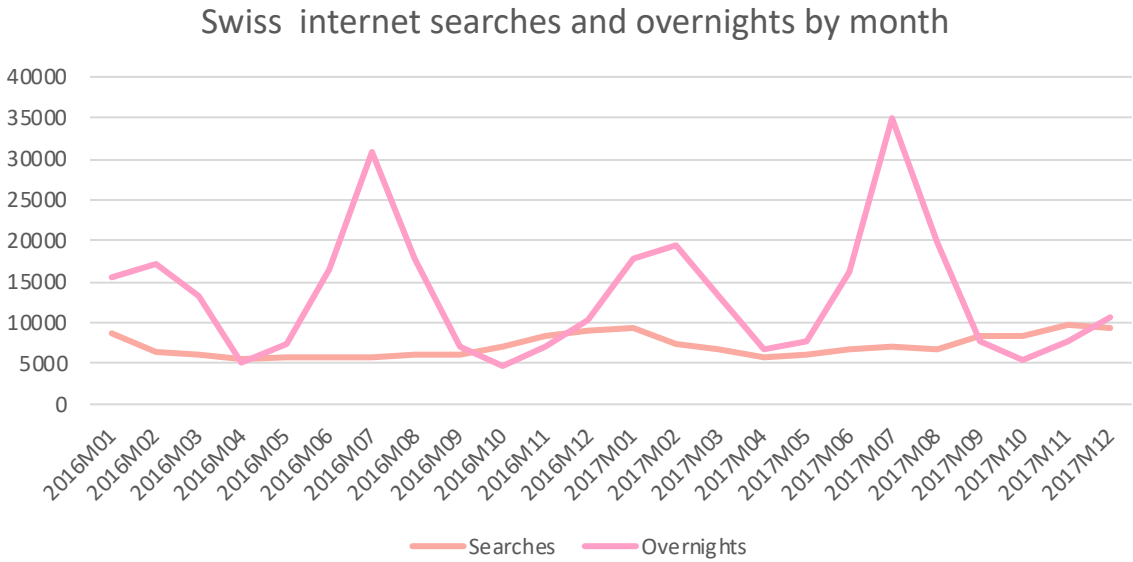
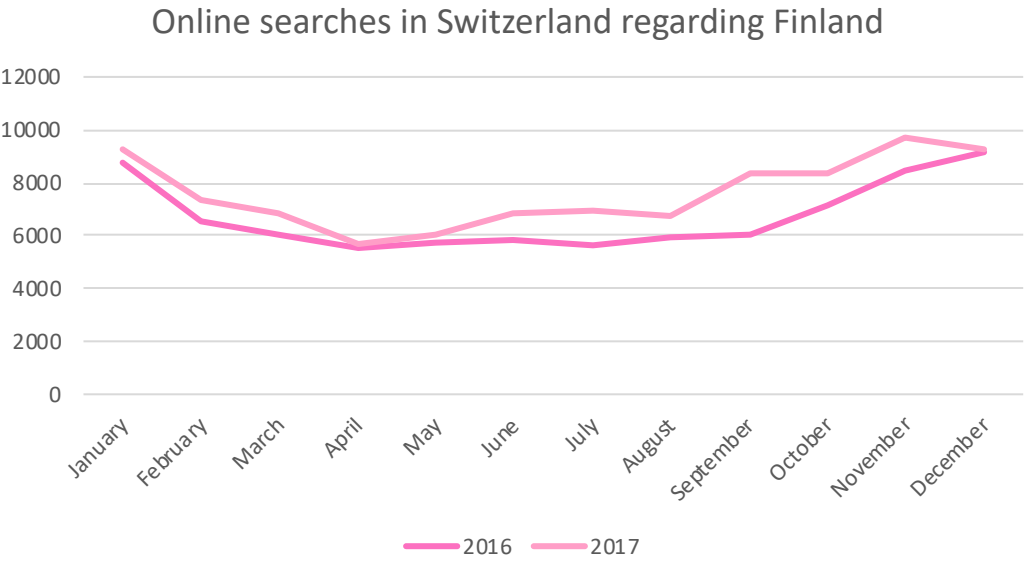


Corresponding seasonal overnights not available for Iceland

Change of Swiss overnights by season 2017/16



Swiss internet searches about Finland



Top 10 Interests towards Finland based on online searches
Northern Lights
Extraordinary Accommodation, Igloos ice hotels
Finnish Sauna
Boating, Sailing, Cruising
Attractions
Lakes
Camping
Skiing
Cottages, hiking, walking
National parks, fishing